{2020: Are You Seeing the Future of Healthcare Delivery Clearly?}

KENTUCKY HFMA SPRING INSTITUTE – LEXINGTON, KY – MARCH 15, 2013
It is 2020 in America
5 billion Internet users worldwide

- **2020**: 5 billion
- **2010**: 1.7 billion
- **2000**: 360 million
Driverless cars
Mind reading is the new security tool
The workplace comes to you
Heart transplants without donors
Male birth control pills hit the market
Malaria has been eliminated
Indoor smoking banned in all 50 states
“Of the five wellness systems in my region, I choose to be a member of CareNational.”

- I direct my employer/government subsidy to them, and I pay the remainder of a monthly premium.
- I have a wellness/care plan specifically designed for me.
- My total costs are guaranteed to not exceed general inflation, and if compliant with my care plan, can be considerably less.
Our premise: healthcare in 2020

- Tipping Point
Our premise: healthcare in 2020 – status quo
Our premise: healthcare in 2020 - controlled
Our premise: healthcare in 2020

- Tipping Point
- Provider vs. Payor
Our premise: healthcare in 2020

- Tipping Point
- Provider vs. Payor
- Being Competitive and Health Industry Job Growth
Our premise: healthcare in 2020

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- Personal Accountability
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- Tipping Point
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- Personal Accountability
- Culture Shift
Our premise: healthcare in 2020

- Tipping Point
- Provider vs. Payor
- Being Competitive and Health Industry Job Growth
- Personal Accountability
- Culture Shift
- IT and Data Analytics
Changing behaviors, delivery models, roles, reimbursement, success measures
Changing behaviors
Changing behaviors: employers

- Emphasis on wellness
Changing behaviors: patients

- Increased financial ownership
Changing behaviors: payors

- Increased financial ownership
- Data analytics
Changing behaviors: suppliers

• Device’s impact on overall costs

Design to value in medical devices

As price pressures increase, medical device makers need to rethink product development processes. Design to value can help get costs under control—and deliver exactly what customers value.

A medical device company went to market to make money at prices they considered reasonable. Why? The product is in a market where the margins are slim, and the company was confident about its ability to make money. But the product was failing to gain market share. The company faced a dilemma: how to make money while also delivering value to customers.

The company decided to redesign the product to make it more cost-effective and easier to use. They worked with their customers to identify their needs and adjust the product accordingly. The result was a product that was not only more affordable but also easier to use. This allowed the company to win new customers and increase its market share.

Today, medical device companies operate in a different world. In developed markets, healthcare systems are under acute financial pressure. Vendors and providers are responding by selecting every opportunity to improve efficiencies and reduce costs.
Changing behaviors: providers

- Emphasis on wellness
- Increased financial ownership
- Collaboration

- Device’s impact on overall costs